UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/561,617	09/27/2006	Naoki Yoshida	SONYJP 3.3-395	6527

530 7590 11/10/2009

LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK
600 SOUTH AVENUE WEST
WESTFIELD, NJ 07090

EXAMINER	
CHOKSHI, PINKAL R	
ART UNIT	PAPER NUMBER
2425	
MAIL DATE	DELIVERY MODE
11/10/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/561,617	YOSHIDA, NAOKI	
	Examiner	Art Unit	
	PINKAL CHOKSHI	2425	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *14 October 2009*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-8 and 21-48* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-8 and 21-48* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claim 1 have been considered but are moot in view of the new ground(s) of rejection. See the new rejection below.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3. **Claims 1, 2, 4-6, 8, 21, 22, 24-26, 28-30, 32-34, and 36-48** are rejected under 35 U.S.C. 103(a) as being unpatentable over US PG Pub 2003/0115606 to Menez (hereafter referenced as Menez) in view of US PG Pub 2004/0034873 to Zenoni (hereafter referenced as Zenoni) and JP Publication 09-162821 to Sakamoto (hereafter referenced as Sakamoto).

Regarding **claim 1,** "a content providing system" reads on the digital broadcasting network that provides program contents to receiver (abstract) disclosed by Menez and represented in Fig. 1 (element 101).

As to "comprising: a receiver" Menez discloses (¶0006) that the broadcaster send program information to digital receiver as represented in Fig. 1 (element 122).

As to "a program content providing unit that provides a plurality of program content for transmission to the receiver over a first broadcast channel" Menez discloses (¶0007 and ¶0012) that the broadcasters transmits programs to the receiver as represented in Fig. 1.

As to "a transaction content providing unit that provides transaction content for transmission to the receiver over a second broadcast channel" Menez discloses (¶0007 and ¶0022) that based on the program selected through program identifier, an electronic form (transaction content) received from provider is displayed to viewer on the same channel, where the transaction content is associated with the selectable program displayed on the screen.

As to "a trigger content providing unit that provides trigger content that serves as a trigger for reproducing a portion of the transaction content in the receiver" Menez discloses (¶0007 and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen to purchase transaction for a sale of item associated with the program as represented in Fig. 1 (element 125).

As to "a combining unit that combines the program content and the trigger content and transmits the combined content over the first broadcast channel so that the receiver receives the combined content transmitted over the first broadcast channel" Menez discloses (¶0007, ¶0014, ¶0021) that the receiver receives program identifier, associated with the program, where the program identifier is included within the program information received at the receiver.

As to "(b) when the trigger content is triggered by a user while the receiver is receiving the program content on the first broadcast channel, the receiver (i) switches from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content, (ii) receives the transaction content provided by the transaction content providing apparatus over the second broadcast channel" Menez discloses (¶0019) that the viewer at the receiver receives and watches program when a program identifier initiates on display screen. When user selects this identifier on the screen, receiver connects to a server to obtain proposed transactions for the sale of a product provided to consumer via display screen.

As to "when end of viewing of the transaction content is inputted, the receiver switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content" Menez discloses (¶0020-¶0025) that viewer receives the transaction screen while watching a program and once transaction is completed, server completes sale and bill subscribers as represented in Fig. 2.

Menez meets all the limitations of the claim except "receiver receives the combined content transmitted over the first broadcast channel." However, Zenoni discloses (¶0026 and ¶0027) that the triggered content is inserted into regular broadcast content, where MUX combines these contents and transmitted to Set-top box as represented in Fig. 1.

As to "the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types" Zenoni discloses (¶0022, ¶0032) that the GUI is provided on the television, where user is provided with multiple templates to choose from the GUI as represented in Fig. 2A (element 202). Zenoni further discloses (¶0033-¶0035) that the different buttons (templates) provides different transaction types that matches with the specific templates such as channel change button changes channel, enhanced button provides web page, etc.

As to "the transaction content further including a plurality of replacement information incidental to the plurality of program content" Zenoni discloses (¶0032) that while the user is watching a program on one channel, GUI pops up and provides user with option to go to a web page or change channel, where these options are not related to channel user's watching.

As to "the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality templates" Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast.

As to "the receiver (i) switches from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Zenoni discloses (¶0034) that based on the

triggered displayed on the screen, when user selects the channel button, the set-top box switches from the broadcast content playing on current channel to different content playing on second broadcast channel as represented in Fig. 2.

As to "(iii) extracts from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content" Zenoni discloses (¶0026, ¶0045) that the trigger is multiplexed with regular broadcast audio/video and transmitted to receiver, where receiver displays trigger, by extracting trigger, to the user as represented in Fig. 2A.

As to "(iv) causes reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information" Zenoni discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D.

As to "when end of viewing of the transaction content is inputted, the receiver switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content" Zenoni discloses (¶0046) that the receiver switches back to original broadcast when the user selected content is over as represented in Fig. 6. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez's system by switching the programming content to the triggered

content as taught by Zenoni in order to receive up-to-date information about the content (¶0006).

Combination of Menez and Zenoni meets all the limitations of the claim except "the receiver switches a broadcast channel from the second broadcast channel to the first broadcast channel when it ends and again receives the program content." However, Sakamoto discloses (¶0051) that while the receiver was receiving the lesson program, user selects to watch tennis program and it switches back to lesson program when tennis program ends. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez and Zenoni's systems by switching the program when the requested program ends as taught by Sakamoto so the viewer does not have to change the program manually when the requested program ends.

Regarding **claim 2,** "a content providing system wherein the receiver transmits, over a network, information inputted by the user based on the displayed transaction content and provided to an information processing apparatus that performs processing based on the trigger content triggered by the user" Menez discloses (¶0016) that the receiver transmits information to servers via communication network as represented in Fig. 1 (element 140).

Regarding **claim 4,** "a content providing system wherein the transaction content providing apparatus provides, over the second broadcast channel,

common content within the transaction content that is common to two or more of the plurality of templates" Menez discloses (¶0012) that the viewer can purchase copy of the same broadcast program received in receiver by filling electronic form with viewer's information on the display device.

Menez meets all the limitations of the claim except "common content within the transaction content that is common to two or more of the plurality of templates." However, Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast. Zenoni further discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D. In addition, same motivation is used as rejection to claim 1.

Regarding **claim 5,** "a content providing method" reads on the digital broadcasting network that provides program contents to receiver (abstract) disclosed by Menez and represented in Fig. 1 (element 101).

As to "method comprising: providing a receiver with a plurality of program content over a first broadcast channel" Menez discloses (¶0006) that the broadcaster send program information to digital receiver as represented in Fig. 1 (element 122). Menez discloses (¶0007 and ¶0012) that the broadcaster transmits programs to the receiver as represented in Fig. 1.

As to "providing the receiver with transaction content over a second broadcast channel, the transaction content including information incidental to the program content" Menez discloses (¶0007 and ¶0022) that based on the program selected through program identifier, an electronic form (transaction content) received from provider is displayed to viewer on the same channel, where the transaction content is associated with the selectable program displayed on the screen.

As to "providing trigger content that serves as a trigger for reproducing a portion of the transaction content in the receiver" Menez discloses (¶0007 and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen to purchase transaction for a sale of item associated with the program as represented in Fig. 1 (element 125).

As to "combining the program content and the trigger content and transmitting the combined content over the first broadcast channel so that (a) the receiver receives the combined content transmitted over the first broadcast channel" Menez discloses (¶0007, ¶0014, ¶0021) that the receiver receives program identifier, associated with the program, where the program identifier is included within the program information received at the receiver.

As to "(b) when the trigger content is triggered by a user while the receiver is receiving the combined content transmitted over the first broadcast channel, the receiver (i) switches from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the

trigger content, (ii) receives the transaction content over the second broadcast channel" Menez discloses (¶0019) that the viewer at the receiver receives and watches program when a program identifier initiates on display screen. When user selects this identifier on the screen, receiver connects to a server to obtain proposed transactions for the sale of a product provided to consumer via display screen.

As to "when end of viewing of the transaction content is inputted in the receiver, the receiver switches from receiving over the second broadcast channel to receiving over the first broadcast channel, and again receives the program content" Menez discloses (¶0020-¶0025) that viewer receives the transaction screen while watching a program and once transaction is completed, server completes sale and bill subscribers as represented in Fig. 2.

Menez meets all the limitations of the claim except "receiver receives the combined content transmitted over the first broadcast channel." However, Zenoni discloses (¶0026 and ¶0027) that the triggered content is inserted into regular broadcast content, where MUX combines these contents and transmitted to Set-top box as represented in Fig. 1.

As to "the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types" Zenoni discloses (¶0022, ¶0032) that the GUI is provided on the television, where user is provided with multiple templates to choose from the GUI as represented in Fig. 2A (element 202). Zenoni further discloses (¶0033-¶0035)

that the different buttons (templates) provides different transaction types that matches with the specific templates such as channel change button changes channel, enhanced button provides web page, etc.

As to "the transaction content further including a plurality of replacement information incidental to the plurality of program content" Zenoni discloses (¶0032) that while the user is watching a program on one channel, GUI pops up and provides user with option to go to a web page or change channel, where these options are not related to channel user's watching.

As to "the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality templates" Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast.

As to "the receiver (i) switches from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Zenoni discloses (¶0034) that based on the triggered displayed on the screen, when user selects the channel button, the set-top box switches from the broadcast content playing on current channel to different content playing on second broadcast channel as represented in Fig. 2.

As to "(iii) extracts from the received transaction content the one or more templates and the one or more replacement information associated with the

identifiers included in the trigger content" Zenoni discloses (¶0026, ¶0045) that the trigger is multiplexed with regular broadcast audio/video and transmitted to receiver, where receiver displays trigger, by extracting trigger, to the user as represented in Fig. 2A.

As to "(iv) causes reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information" Zenoni discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D.

As to "when end of viewing of the transaction content is inputted, switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content" Zenoni discloses (¶0046) that the receiver switches back to original broadcast when the user selected content is over as represented in Fig. 6. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez's system by switching the programming content to the triggered content as taught by Zenoni in order to receive up-to-date information about the content (¶0006).

Combination of Menez and Zenoni meets all the limitations of the claim except "switches a broadcast channel from the second broadcast channel to the first broadcast channel when it ends and again receives the program content." However, Sakamoto discloses (¶0051) that while the receiver was receiving the

lesson program, user selects to watch tennis program and it switches back to lesson program when tennis program ends. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez and Zenoni's systems by switching the program when the requested program ends as taught by Sakamoto so the viewer does not have to change the program manually when the requested program ends.

Regarding **claim 6,** "a content providing method wherein the receiver transmits, over a network, information inputted by the user based on the displayed transaction content and provided to an information processing apparatus that performs processing based on the trigger content triggered by the user" Menez discloses (¶0016) that the receiver transmits information to servers via communication network as represented in Fig. 1 (element 140).

Regarding **claim 8,** "a content providing method wherein common content within the transaction content is common to two or more of the plurality of templates" Menez discloses (¶0012) that the viewer can purchase copy of the same broadcast program received in receiver by filling electronic form with viewer's information on the display device.

Menez meets all the limitations of the claim except "common content within the transaction content that is common to two or more of the plurality of templates." However, Zenoni discloses (¶0026, ¶0028) that the trigger

containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast. Zenoni further discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D. In addition, same motivation is used as rejection to claim 5.

Regarding **claim 21,** "a content receiver" reads on the digital broadcasting network that provides program contents to receiver (abstract) disclosed by Menez and represented in Fig. 1 (element 101).

As to "receiver comprising: receiving means that receives a combined plurality of program content and trigger content provided by a program content providing apparatus over a first broadcast channel or that receives a transaction content provided by a transaction content providing apparatus over a second broadcast channel" Menez discloses (¶0007 and ¶0012) that the broadcaster transmits programs to the receiver as represented in Fig. 1. Menez further discloses (¶0007 and ¶0022) that based on the program selected through program identifier, an electronic form (transaction content) received from provider is displayed to viewer on the same channel, where the transaction content is associated with the selectable program displayed on the screen.

As to "the trigger content serving as a trigger for reproducing the transaction content" Menez discloses (¶0007, ¶0014, ¶0021) that the receiver receives program identifier, associated with the program, where the program

identifier is included within the program information received at the receiver. Menez further discloses (¶0007 and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen to purchase transaction for a sale of item associated with the program as represented in Fig. 1 (element 125).

As to "judging means that judges whether the portion of transaction content is indicated based on triggering of the trigger content while the program content is received on the first broadcast channel by the receiving means and switching control means that, (a) when the judging means judges that the trigger content is triggered, causes the receiving means to (i) switch from receiving the combined content transmitted over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Menez discloses (¶0007 and ¶0022) that based on the program selected through program identifier, an electronic form (transaction content) received from provider is displayed to viewer on the same channel, where the transaction content is associated with the selectable program displayed on the screen. Menez further discloses (¶0019) that the viewer at the receiver receives and watches program when a program identifier initiates on display screen. When user selects this identifier on the screen, receiver connects to a server to obtain proposed transactions for the sale of a product provided to consumer via display screen.

As to "(b) when end of viewing of the transaction content is inputted, causes the receiving means to switch from receiving over the second broadcast

channel to again receiving over the first broadcast channel" Menez discloses (¶0020-¶0025) that viewer receives the transaction screen while watching a program and once transaction is completed, server completes sale and bill subscribers as represented in Fig. 2.

Menez meets all the limitations of the claim except "receiver receives the combined content transmitted over the first broadcast channel." However, Zenoni discloses (¶0026 and ¶0027) that the triggered content is inserted into regular broadcast content, where MUX combines these contents and transmitted to Set-top box as represented in Fig. 1.

As to "the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types" Zenoni discloses (¶0022, ¶0032) that the GUI is provided on the television, where user is provided with multiple templates to choose from the GUI as represented in Fig. 2A (element 202). Zenoni further discloses (¶0033-¶0035) that the different buttons (templates) provides different transaction types that matches with the specific templates such as channel change button changes channel, enhanced button provides web page, etc.

As to "the transaction content further including a plurality of replacement information incidental to the plurality of program content" Zenoni discloses (¶0032) that while the user is watching a program on one channel, GUI pops up and provides user with option to go to a web page or change channel, where these options are not related to channel user's watching.

As to "the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality templates" Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast.

As to "(i) switch from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Zenoni discloses (¶0034) that based on the triggered displayed on the screen, when user selects the channel button, the set-top box switches from the broadcast content playing on current channel to different content playing on second broadcast channel as represented in Fig. 2.

As to "(iii) extracts from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content" Zenoni discloses (¶0026, ¶0045) that the trigger is multiplexed with regular broadcast audio/video and transmitted to receiver, where receiver displays trigger, by extracting trigger, to the user as represented in Fig. 2A.

As to "(iv) causes reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information" Zenoni discloses (¶0033-¶0035) that based on the user's selection of video or

enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D.

As to "when end of viewing of the transaction content is inputted, switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content" Zenoni discloses (¶0046) that the receiver switches back to original broadcast when the user selected content is over as represented in Fig. 6. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez's system by switching the programming content to the triggered content as taught by Zenoni in order to receive up-to-date information about the content (¶0006).

Combination of Menez and Zenoni meets all the limitations of the claim except "switches a broadcast channel from the second broadcast channel to the first broadcast channel when it ends and again receives the program content." However, Sakamoto discloses (¶0051) that while the receiver was receiving the lesson program, user selects to watch tennis program and it switches back to lesson program when tennis program ends. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez and Zenoni's systems by switching the program when the requested program ends as taught by Sakamoto so the viewer does not have to change the program manually when the requested program ends.

Regarding **claim 22,** "a content receiver further comprising transmitting means that transmits, via a network, information inputted from the user based on the displayed transaction content and provided to an information processing apparatus that performs processing based on trigger content triggered by the user" Menez discloses (¶0016) that the receiver transmits information to servers via communication network as represented in Fig. 1 (element 140).

Regarding **claim 24,** "a content receiver wherein common content within the transaction content is common to two or more of the plurality of templates" Menez discloses (¶0012) that the viewer can purchase copy of the same broadcast program received in receiver by filling electronic form with viewer's information on the display device.

Menez meets all the limitations of the claim except "common content within the transaction content that is common to two or more of the plurality of templates." However, Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast. Zenoni further discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D. In addition, same motivation is used as rejection to claim 21.

Regarding **claim 25,** "a content receiving method" reads on the digital broadcasting network that provides program contents to receiver (abstract) disclosed by Menez and represented in Fig. 1 (element 101).

As to "method comprising: a first receiving step of receiving a combined plurality of program content and trigger content provided by a plurality of program content providing apparatuses over a first broadcast channel" Menez discloses (¶0007 and ¶0012) that the broadcaster transmits programs to the receiver as represented in Fig. 1.

As to "the trigger content serving as a trigger for reproducing the transaction content" Menez discloses (¶0007, ¶0014, ¶0021) that the receiver receives program identifier, associated with the program, where the program identifier is included within the program information received at the receiver. Menez further discloses (¶0007 and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen to purchase transaction for a sale of item associated with the program as represented in Fig. 1 (element 125).

As to "a judging step of judging whether the portion of transaction content is indicated by a user based on triggering of the trigger content while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content and a first switching control step of switching, when it is judged during the judging step that the transaction content is indicated, a first switching control step of switching from

receiving the combined content transmitted over the first channel to receiving over the second channel in response to the triggering of the trigger content" Menez discloses (¶0019) that the viewer at the receiver receives and watches program when a program identifier initiates on display screen. When user selects this identifier on the screen, receiver connects to a server to obtain proposed transactions for the sale of a product provided to consumer via display screen. Menez further discloses (¶0007 and ¶0022) that based on the program selected through program identifier, an electronic form (transaction content) received from provider is displayed to viewer on the same channel, where the transaction content is associated with the selectable program displayed on the screen.

As to "a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel" Menez discloses (¶0022) that based on the program selected through program identifier, an electronic form (second content) received from provider is displayed to viewer.

As to "when end of viewing of the transaction content is inputted, a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel" Menez discloses (¶0020-¶0025) that viewer receives the transaction screen while watching a program and once transaction is completed, server completes sale and bill subscribers as represented in Fig. 2.

Menez meets all the limitations of the claim except "receiver receives the combined content transmitted over the first broadcast channel." However, Zenoni discloses (¶0026 and ¶0027) that the triggered content is inserted into regular broadcast content, where MUX combines these contents and transmitted to Set-top box as represented in Fig. 1.

As to "the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types" Zenoni discloses (¶0022, ¶0032) that the GUI is provided on the television, where user is provided with multiple templates to choose from the GUI as represented in Fig. 2A (element 202). Zenoni further discloses (¶0033-¶0035) that the different buttons (templates) provides different transaction types that matches with the specific templates such as channel change button changes channel, enhanced button provides web page, etc.

As to "the transaction content further including a plurality of replacement information incidental to the plurality of program content" Zenoni discloses (¶0032) that while the user is watching a program on one channel, GUI pops up and provides user with option to go to a web page or change channel, where these options are not related to channel user's watching.

As to "the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality templates" Zenoni discloses (¶0026, ¶0028) that the trigger

containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast.

As to "switching from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Zenoni discloses (¶0034) that based on the triggered displayed on the screen, when user selects the channel button, the set-top box switches from the broadcast content playing on current channel to different content playing on second broadcast channel as represented in Fig. 2.

As to "an extracting step of extracting from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content" Zenoni discloses (¶0026, ¶0045) that the trigger is multiplexed with regular broadcast audio/video and transmitted to receiver, where receiver displays trigger, by extracting trigger, to the user as represented in Fig. 2A.

As to "a causing step of causing reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information" Zenoni discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D.

As to "when end of viewing of the transaction content is inputted, switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content" Zenoni discloses

(¶0046) that the receiver switches back to original broadcast when the user selected content is over as represented in Fig. 6. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez's system by switching the programming content to the triggered content as taught by Zenoni in order to receive up-to-date information about the content (¶0006).

Combination of Menez and Zenoni meets all the limitations of the claim except "switches a broadcast channel from the second broadcast channel to the first broadcast channel when it ends and again receives the program content." However, Sakamoto discloses (¶0051) that while the receiver was receiving the lesson program, user selects to watch tennis program and it switches back to lesson program when tennis program ends. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez and Zenoni's systems by switching the program when the requested program ends as taught by Sakamoto so the viewer does not have to change the program manually when the requested program ends.

Regarding **claim 26,** "a content receiving method further comprising a transmitting step of transmitting, via a network, information inputted from the user based on the displayed transaction content and provided to an information processing apparatus that performs processing based on trigger content triggered by the user" Menez discloses (¶0016) that the receiver transmits

information to servers via communication network as represented in Fig. 1 (element 140).

Regarding **claim 28,** "a content receiving method wherein common content within the transaction content is common to two or more of the plurality of templates" Menez discloses (¶0012) that the viewer can purchase copy of the same broadcast program received in receiver by filling electronic form with viewer's information on the display device.

Menez meets all the limitations of the claim except "common content within the transaction content that is common to two or more of the plurality of templates." However, Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast. Zenoni further discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D. In addition, same motivation is used as rejection to claim 25.

Regarding **claim 29,** "a recording medium having recorded therein a computer readable program for carrying out content receiving method, the method comprising: a first receiving step of receiving a combined plurality of program content and trigger content provided by a plurality of program content providing apparatuses over a first broadcast channel" Menez discloses (¶0007

and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen as represented in Fig. 1 (element 125).

As to "the trigger content serving as a trigger for reproducing the transaction content" Menez discloses (¶0007, ¶0014, ¶0021) that the receiver receives program identifier, associated with the program, where the program identifier is included within the program information received at the receiver. Menez further discloses (¶0007 and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen to purchase transaction for a sale of item associated with the program as represented in Fig. 1 (element 125).

As to "a judging step of judging whether the portion of transaction content is indicated by a user based on triggering of trigger content while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content and when it is judged during the judging step that the transaction content is indicated, a first switching control step of switching from receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Menez discloses (¶0019) that the viewer at the receiver receives and watches program when a program identifier initiates on display screen. When user selects this identifier on the screen, receiver connects to a server to obtain proposed transactions for the sale of a product provided to consumer via display screen. Menez further discloses (¶0007 and

¶0022) that based on the program selected through program identifier, an electronic form (transaction content) received from provider is displayed to viewer on the same channel, where the transaction content is associated with the selectable program displayed on the screen.

As to "a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel" Menez discloses (¶0022) that based on the program selected through program identifier, an electronic form (second content) received from provider is displayed to viewer.

As to "when end of viewing of the transaction content is inputted, a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel" Menez discloses (¶0020-¶0025) that viewer receives the transaction screen while watching a program and once transaction is completed, server completes sale and bill subscribers as represented in Fig. 2.

Menez meets all the limitations of the claim except "receiver receives the combined content transmitted over the first broadcast channel." However, Zenoni discloses (¶0026 and ¶0027) that the triggered content is inserted into regular broadcast content, where MUX combines these contents and transmitted to Set-top box as represented in Fig. 1.

As to "the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types"

Zenoni discloses (¶0022, ¶0032) that the GUI is provided on the television, where user is provided with multiple templates to choose from the GUI as represented in Fig. 2A (element 202). Zenoni further discloses (¶0033-¶0035) that the different buttons (templates) provides different transaction types that matches with the specific templates such as channel change button changes channel, enhanced button provides web page, etc.

As to "the transaction content further including a plurality of replacement information incidental to the plurality of program content" Zenoni discloses (¶0032) that while the user is watching a program on one channel, GUI pops up and provides user with option to go to a web page or change channel, where these options are not related to channel user's watching.

As to "the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality templates" Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast.

As to "switching from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Zenoni discloses (¶0034) that based on the triggered displayed on the screen, when user selects the channel button, the set-top box switches

from the broadcast content playing on current channel to different content playing on second broadcast channel as represented in Fig. 2.

As to "an extracting step of extracting from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content" Zenoni discloses (¶0026, ¶0045) that the trigger is multiplexed with regular broadcast audio/video and transmitted to receiver, where receiver displays trigger, by extracting trigger, to the user as represented in Fig. 2A.

As to "a causing step of causing reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information" Zenoni discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D.

As to "when end of viewing of the transaction content is inputted, switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content" Zenoni discloses (¶0046) that the receiver switches back to original broadcast when the user selected content is over as represented in Fig. 6. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez's system by switching the programming content to the triggered content as taught by Zenoni in order to receive up-to-date information about the content (¶0006).

Combination of Menez and Zenoni meets all the limitations of the claim except "switches a broadcast channel from the second broadcast channel to the first broadcast channel when it ends and again receives the program content." However, Sakamoto discloses (¶0051) that while the receiver was receiving the lesson program, user selects to watch tennis program and it switches back to lesson program when tennis program ends. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez and Zenoni's systems by switching the program when the requested program ends as taught by Sakamoto so the viewer does not have to change the program manually when the requested program ends.

Combination of Menez, Zenoni and Sakamoto meets all the limitations of the claim except "computer readable program is recorded in the storage medium." However, the examiner takes official notice that it was well known in the art at the time of the invention to store computer program on computer recordable medium. Therefore, it would have been obvious to one of ordinary skills in the art at the time of the invention to store computer readable program on recoded medium to Menez and Sakamoto's system would have yielded predictable result of easily installing program on other computer devices.

Regarding **claim 30,** "a recording medium wherein the method further comprises a transmitting step of transmitting, via a network, information inputted from the user based on the displayed transaction content and provided to an

information processing apparatus that performs processing based on trigger content triggered by the user" Menez discloses (¶0016) that the receiver transmits information to servers via communication network as represented in Fig. 1 (element 140).

Regarding **claim 32,** "a recording medium wherein common content within the transaction content is common to two or more of the plurality of templates" Menez discloses (¶0012) that the viewer can purchase copy of the same broadcast program received in receiver by filling electronic form with viewer's information on the display device.

Menez meets all the limitations of the claim except "common content within the transaction content that is common to two or more of the plurality of templates." However, Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast. Zenoni further discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D. In addition, same motivation is used as rejection to claim 29.

Regarding **claim 33,** "a processor encoded with a computer program for carrying out a content receiving method, the method comprising: a first receiving step of receiving a combined plurality of program content and trigger content

provided by a plurality of program content providing apparatuses over a first broadcast channel" Menez discloses (¶0007 and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen as represented in Fig. 1 (element 125).

As to "the trigger content that serving as a trigger for reproducing the transaction content" Menez discloses (¶0007, ¶0014, ¶0021) that the receiver receives program identifier, associated with the program, where the program identifier is included within the program information received at the receiver. Menez further discloses (¶0007 and ¶0012) that the broadcasters send programs with program identifier, which initiates an icon on the display screen to purchase transaction for a sale of item associated with the program as represented in Fig. 1 (element 125).

As to "a judging step of judging whether the transaction content is indicated by a user based on triggering of trigger content while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content and when it is judged during the judging step that the transaction content is indicated, a first switching control step of switching form receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Menez discloses (¶0019) that the viewer at the receiver receives and watches program when a program identifier initiates on display screen. When user selects this identifier on the screen, receiver

connects to a server to obtain proposed transactions for the sale of a product provided to consumer via display screen. Menez further discloses (¶0007 and ¶0022) that based on the program selected through program identifier, an electronic form (transaction content) received from provider is displayed to viewer on the same channel, where the transaction content is associated with the selectable program displayed on the screen.

As to "a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel" Menez discloses (¶0022) that based on the program selected through program identifier, an electronic form (second content) received from provider is displayed to viewer.

As to "when end of viewing of the transaction content is inputted, a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel" Menez discloses (¶0020-¶0025) that viewer receives the transaction screen while watching a program and once transaction is completed, server completes sale and bill subscribers as represented in Fig. 2.

Menez meets all the limitations of the claim except "receiver receives the combined content transmitted over the first broadcast channel." However, Zenoni discloses (¶0026 and ¶0027) that the triggered content is inserted into regular broadcast content, where MUX combines these contents and transmitted to Set-top box as represented in Fig. 1.

As to "the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types" Zenoni discloses (¶0022, ¶0032) that the GUI is provided on the television, where user is provided with multiple templates to choose from the GUI as represented in Fig. 2A (element 202). Zenoni further discloses (¶0033-¶0035) that the different buttons (templates) provides different transaction types that matches with the specific templates such as channel change button changes channel, enhanced button provides web page, etc.

As to "the transaction content further including a plurality of replacement information incidental to the plurality of program content" Zenoni discloses (¶0032) that while the user is watching a program on one channel, GUI pops up and provides user with option to go to a web page or change channel, where these options are not related to channel user's watching.

As to "the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality templates" Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast.

As to "switching from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content" Zenoni discloses (¶0034) that based on the triggered displayed

on the screen, when user selects the channel button, the set-top box switches from the broadcast content playing on current channel to different content playing on second broadcast channel as represented in Fig. 2.

As to "an extracting step of extracting from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content" Zenoni discloses (¶0026, ¶0045) that the trigger is multiplexed with regular broadcast audio/video and transmitted to receiver, where receiver displays trigger, by extracting trigger, to the user as represented in Fig. 2A.

As to "a causing step of causing reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information" Zenoni discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D.

As to "when end of viewing of the transaction content is inputted, switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content" Zenoni discloses (¶0046) that the receiver switches back to original broadcast when the user selected content is over as represented in Fig. 6. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez's system by switching the programming content to the triggered

content as taught by Zenoni in order to receive up-to-date information about the content (¶0006).

Combination of Menez and Zenoni meets all the limitations of the claim except "switches a broadcast channel from the second broadcast channel to the first broadcast channel when it ends and again receives the program content." However, Sakamoto discloses (¶0051) that while the receiver was receiving the lesson program, user selects to watch tennis program and it switches back to lesson program when tennis program ends. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez and Zenoni's systems by switching the program when the requested program ends as taught by Sakamoto so the viewer does not have to change the program manually when the requested program ends.

Combination of Menez, Zenoni and Sakamoto meets all the limitations of the claim except "computer readable program is recorded in the storage medium." However, the examiner takes official notice that it was well known in the art at the time of the invention to store computer program on computer recordable medium. Therefore, it would have been obvious to one of ordinary skills in the art at the time of the invention to store computer readable program on recoded medium to Menez and Sakamoto's system would have yielded predictable result of easily installing program on other computer devices.

Regarding **claim 34,** "a processor encoded with a computer program for carrying out the content receiving method wherein the method further comprises a transmitting step of transmitting, via a network, information inputted from the user based on the displayed transaction content provided to an information processing apparatus that performs processing based on trigger content triggered by the user" Menez discloses (¶0016) that the receiver transmits information to servers via communication network as represented in Fig. 1 (element 140).

Regarding **claim 36,** "a processor encoded with a computer program for carrying out a content receiving method wherein common content within the transaction content is common to two or more of the plurality of templates" Menez discloses (¶0012) that the viewer can purchase copy of the same broadcast program received in receiver by filling electronic form with viewer's information on the display device.

Menez meets all the limitations of the claim except "common content within the transaction content that is common to two or more of the plurality of templates." However, Zenoni discloses (¶0026, ¶0028) that the trigger containing a link to a web page, a channel change, video template, etc. is inserted into the regular broadcast. Zenoni further discloses (¶0033-¶0035) that based on the user's selection of video or enhanced buttons, a video clip or a web

page will be activated and displayed to the user as represented in Figs. 2B, 2C, 2D. In addition, same motivation is used as rejection to claim 33.

Regarding **claim 37,** Menez meets all the limitations of the claim except "a content providing system wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel." However, Zenoni discloses (¶0034) that the triggering content displayed on the TV let user switches channel from current channel to another broadcast channel, which displays a basketball game or weather channel, etc. In addition, same motivation is used as to reject claim 1.

Regarding **claim 38,** "a content providing system wherein the transaction content providing apparatus provides, as the portion of transaction content, content for causing the viewer to input information necessary for purchasing a commodity" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

Regarding **claim 39,** Menez meets all the limitations of the claim except "a content providing method wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel."

However, Zenoni discloses (¶0034) that the triggering content displayed on the TV let user switches channel from current channel to another broadcast channel, which displays a basketball game or weather channel, etc. In addition, same motivation is used as to reject claim 5.

Regarding **claim 40,** "a content providing method wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

Regarding **claim 41,** Menez meets all the limitations of the claim except "a content receiver wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel." However, Zenoni discloses (¶0034) that the triggering content displayed on the TV let user switches channel from current channel to another broadcast channel, which displays a basketball game or weather channel, etc. In addition, same motivation is used as to reject claim 21.

Regarding **claim 42,** "a content receiver wherein the portion of transaction content is content for causing the viewer to input information necessary for

purchasing a commodity" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

Regarding **claim 43,** Menez meets all the limitations of the claim except "a content receiving method wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel." However, Zenoni discloses (¶0034) that the triggering content displayed on the TV let user switches channel from current channel to another broadcast channel, which displays a basketball game or weather channel, etc. In addition, same motivation is used as to reject claim 25.

Regarding **claim 44,** "a content receiving method wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

Regarding **claim 45,** Menez meets all the limitations of the claim except "a recording medium wherein the trigger content includes a switching command,

and a designated channel for the second broadcast channel." However, Zenoni discloses (¶0034) that the triggering content displayed on the TV let user switches channel from current channel to another broadcast channel, which displays a basketball game or weather channel, etc. In addition, same motivation is used as to reject claim 29.

Regarding **claim 46,** "a recording medium wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

Regarding **claim 47,** Menez meets all the limitations of the claim except "a processor encoded with a computer program for carrying out a content receiving method wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel." However, Zenoni discloses (¶0034) that the triggering content displayed on the TV let user switches channel from current channel to another broadcast channel, which displays a basketball game or weather channel, etc. In addition, same motivation is used as to reject claim 33.

Regarding **claim 48,** "a processor encoded with a computer program for carrying out a content receiving method wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

4. **Claims 3, 7, 23, 27, 31, and 35** are rejected under 35 U.S.C. 103(a) as being unpatentable over Menez in view of Zenoni and Sakamoto as applied to claim 1 above, and further in view of US PG Pub 2003/0018966 to Cook (hereafter referenced as Cook).

Regarding **claim 3,** "a content providing system wherein the transaction content providing apparatus provides, as the portion of the transaction content, content for causing the user while viewing the displayed program content to input a response to a questionnaire" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

However, combination of Menez, Zenoni and Sakamoto does not explicitly teach that the transaction content causes a user to input a response to a

questionnaire. Cook discloses (¶0039) that based on the content choices displayed to the user, user selects a content where he/she provides information such as answers to questionnaires as represented in Fig. 5A. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez, Zenoni and Sakamoto's systems by using a user inputted questionnaires as taught by Cook in order to provide user specific targeting information (¶0012).

Regarding **claim 7,** "a content providing method wherein the portion of the transaction content is content for causing the user while viewing the displayed program content to input a response to a questionnaire" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

However, combination of Menez, Zenoni and Sakamoto does not explicitly teach that the transaction content causes a user to input a response to a questionnaire. Cook discloses (¶0039) that based on the content choices displayed to the user, user selects a content where he/she provides information such as answers to questionnaires as represented in Fig. 5A. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez, Zenoni and Sakamoto's systems by using a user

inputted questionnaires as taught by Cook in order to provide user specific targeting information (¶0012).

Regarding **claim 23,** "a content receiver wherein the receiving means receives, as the portion of the transaction content, content for causing the user while viewing the displayed program content to input a response to a questionnaire" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

However, combination of Menez, Zenoni and Sakamoto does not explicitly teach that the transaction content causes a user to input a response to a questionnaire. Cook discloses (¶0039) that based on the content choices displayed to the user, user selects a content where he/she provides information such as answers to questionnaires as represented in Fig. 5A. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez, Zenoni and Sakamoto's systems by using a user inputted questionnaires as taught by Cook in order to provide user specific targeting information (¶0012).

Regarding **claim 27,** "a content receiving method wherein in the portion of transaction content is content for causing the user while viewing the program

content to input a response to a questionnaire" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

However, combination of Menez, Zenoni and Sakamoto does not explicitly teach that the transaction content causes a user to input a response to a questionnaire. Cook discloses (¶0039) that based on the content choices displayed to the user, user selects a content where he/she provides information such as answers to questionnaires as represented in Fig. 5A. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez, Zenoni and Sakamoto's systems by using a user inputted questionnaires as taught by Cook in order to provide user specific targeting information (¶0012).

Regarding **claim 31,** "a recording medium wherein the portion of transaction content is content for causing the user while viewing the program content to input a response to a questionnaire" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

However, combination of Menez, Zenoni and Sakamoto does not explicitly teach that the transaction content causes a user to input a response to a

questionnaire. Cook discloses (¶0039) that based on the content choices displayed to the user, user selects a content where he/she provides information such as answers to questionnaires as represented in Fig. 5A. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez, Zenoni and Sakamoto's systems by using a user inputted questionnaires as taught by Cook in order to provide user specific targeting information (¶0012).

Regarding **claim 35,** "a processor encoded with a computer program for carrying out the content receiving method wherein the portion of the transaction content is content for causing the user while viewing the program content to input a response to a questionnaire" Menez discloses (¶0016, ¶0019, ¶0024) that the viewer selects the program identifier displayed on the screen, where viewer enters information such as delivery address, payment information, etc to service provider to purchase a product.

However, combination of Menez, Zenoni and Sakamoto does not explicitly teach that the transaction content causes a user to input a response to a questionnaire. Cook discloses (¶0039) that based on the content choices displayed to the user, user selects a content where he/she provides information such as answers to questionnaires as represented in Fig. 5A. Therefore, it would have been obvious to one of the ordinary skills in the art at the time of the invention to modify Menez, Zenoni and Sakamoto's systems by using a user

inputted questionnaires as taught by Cook in order to provide user specific targeting information (¶0012).

Conclusion

5. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to PINKAL CHOKSHI whose telephone number is (571) 270-3317. The examiner can normally be reached on Monday-Friday 8 - 5 pm (Alt. Friday off).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Pinkal Chokshi/
Examiner, Art Unit 2425

/Brian T. Pendleton/
Supervisory Patent Examiner, Art Unit 2425